

II. Development Concept

A. Design Influences

A number of factors influence the ultimate design of the Otay Ranch Eastern Urban Center SPA. The primary design influence is its intended role as the regional commercial and social activity center within Otay Ranch and greater Southern San Diego County, as described in the Otay Ranch General Development Plan. Other influences are landowner desires, market conditions, site conditions and characteristics, such as landforms, biological resources, drainage patterns, aesthetics, land use relationships and circulation patterns.

Existing and planned adjacent development patterns, Chula Vista General Plan policies, and the Otay Ranch GDP provisions governing adjoining undeveloped land also influence the design of the Eastern Urban Center SPA, including the regional open space system, off-site circulation, the community park in Village 4, biology, public facility connections and the planned land uses for adjacent properties. These factors are briefly described below and depicted on Exhibit II-2 (Design Influences). Otay Ranch Eastern Urban Center design influences and requirements are also addressed in the Eastern Urban Center SPA Form Based Code.

1. Site Characteristics & Visual Context

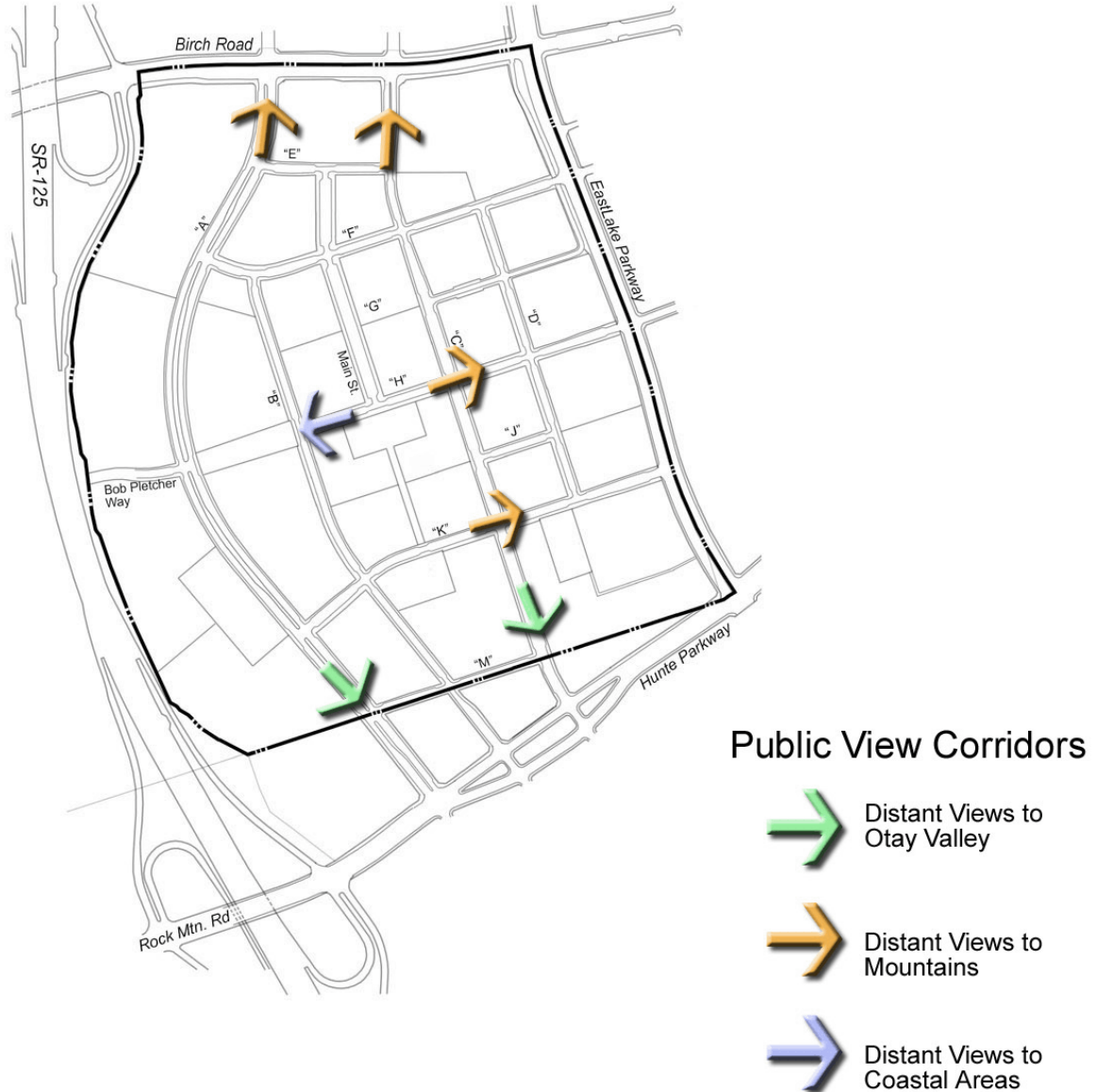
The Eastern Urban Center site is located east of Wolf Canyon between the alignment of SR-125 and the existing EastLake Parkway. The alignment of Birch Road forms the northern boundary of the planning area. The proposed alignment of Hunte Parkway is the southern boundary of the EUC. The site is generally comprised of rolling hills. The EUC site is located at higher elevations along the SR-125 corridor and has significant views in all directions. The area is largely devoid of significant natural habitat due to historic farming activities.

The primary site exposure for regional uses is the western edge of the planning area adjacent to the SR-125 ROW. However, the perimeter arterials are also all 4 to 6 lane roads which will carry significant traffic volumes and will provide exposure of the project's regional uses to community residents and visitors. Creating a uniquely urban edge along these arterial highway is a significant design issue addressed in the Form Based Code.

As noted earlier, the site is in three ownerships which affects planning and design. This SPA submittal includes the majority of the property within the EUC SPA and will establish design and development standards which the other ownerships will need to address when their properties are incorporated into the SPA approval.

With its location at the high point in Otay Ranch the site features major view corridors to the south, east and west. To protect and enhance those scenic corridors, a grid system of streets oriented in north-south and east-west directions, together with an urban street wall frames the views to the mountains the east and south of the site and to the ocean to the west. Refer to Exhibit II-1, View Opportunities, that combines the street grid and views.

Offsite View Opportunities



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Exhibit II-1

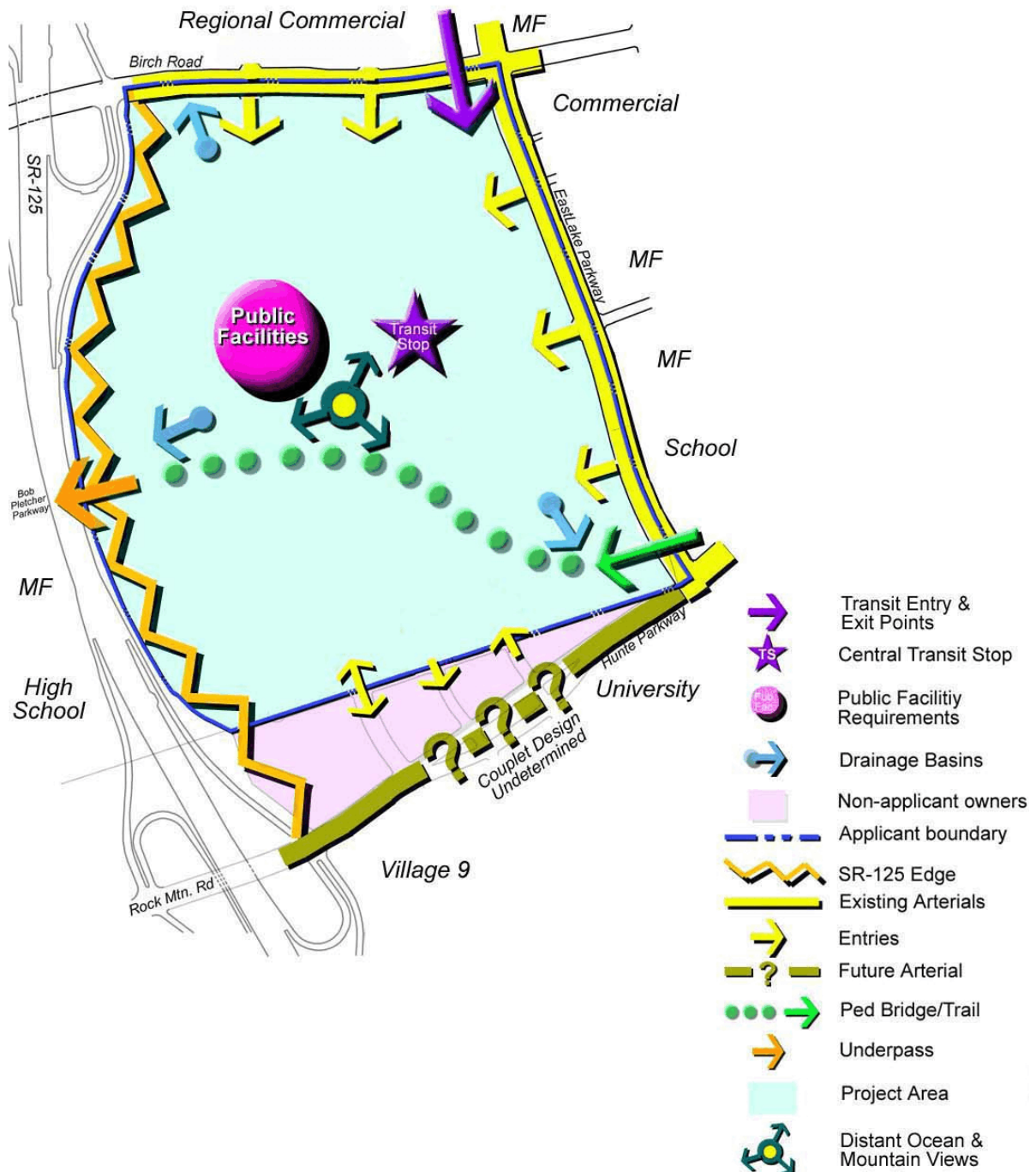
2. Surrounding Land Uses

The Eastern Urban Center SPA Plan was also influenced by developing and planned surrounding land uses. All adjacent areas are within the Otay Ranch GDP area. Regional retail uses to the north are within the Freeway Commercial area, while planned uses to the west, south and east are villages or town centers as defined by the Otay Ranch GDP, with the exception of lands to the southeast which are designated for university uses. The approved Freeway Commercial SPA designates a regional mall which has been developed with a transit connection to the EUC adjacent to EastLake Parkway. The approved Village Seven SPA Plan designates village uses west of SR-125 with a road and the Regional Trail connection under the freeway via Bob Pletcher Parkway. This connection is required to extend east, through the EUC, and connect to Village Eleven near the intersection of EastLake Parkway and Hunte Parkway. The approved Village Eleven SPA Plan identifies uses that are located east of EastLake Parkway. A mixed-use village center including commercial uses will be located near the Birch Road/EastLake Parkway intersection with multi-family residential to the south. Further south, a joint middle and high school site is being planned near the Hunte Parkway/EastLake Parkway intersection. Existing and planned parks and schools in the Otay Ranch area are shown in the Urban Parks, Recreation, Open Space, & Trails Plan, a companion document to the EUC SPA Plan.

Village Nine and University uses will be located to the south and southeast of the EUC. Specific uses in these areas will be determined with adoption of a Chula Vista General Plan/Otay Ranch GDP amendment and subsequent SPA plans. The Village Nine area is under the same ownership as the majority of the remaining EUC SPA area which abuts it, so the future SPA planning for that portion of the EUC will be coordinated with the adjoining areas.

Access to the site will be via SR-125 interchanges at Hunte Parkway and Birch Road, along the perimeter arterial highways via eight primary project entries. A comprehensive system of pedestrian routes and pedestrian oriented design features will be provided within the project along the internal streets, extending from the project entries to major destinations within the urban center. In addition, the Regional Trail, connecting east and west to destinations throughout the Otay Ranch community; perimeter arterial bike lanes; and, the Village Pathway provide community-wide pedestrian and bicycle circulation connections.

Design Influences



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Exhibit II-2

B. Land Use Pattern

The Eastern Urban Center is to the Otay Ranch what a city is to the suburbs. It is the heart of the Otay Ranch community. It is much more than a more intense version of an Otay Ranch Village. To create this special role in eastern Chula Vista, a great deal of attention was paid to place making. Nowhere is this more evident than in the public realm. The public streets, parks, pedestrian corridors, and the placement of structures and plazas have all been designed to announce the Eastern Urban Center as a unique urban center. Street widths have been minimized where possible to promote pedestrian circulation. Parks are urban scaled with higher level of improvements. Pedestrian corridors are wider and activated with parks, plazas, outdoor dining, and special features at a pedestrian scale wherever possible. Buildings are higher and set closer to streets. And, uses have been arranged to promote their inherent synergistic relationships.

The land use pattern for the Eastern Urban Center is complex. The entire project has mixed land uses, both horizontally and vertically, to a certain degree so a typical land use pattern of discrete uses is not applicable. However, various areas within the project will have different characteristics associated with a predominant land use and a specific urban design motif. The basic land use/character pattern was described in the Exhibit I-4 (Community Structure) and discussion in Chapter I. In the central portion of the EUC, a “Main Street District” which will have a downtown commercial character extends south from Birch Road, west to a “Civic Core” which will have dominant office and civic uses. Adjacent to SR-125 is the “Business District” which will have predominate office uses. The “Gateway Commercial” area is located to the north and will relate to/complement the adjacent Freeway Commercial area, which is located north of Birch Road. The “Eastern Gateway” will provides the primary entry from the east and will use landmark architecture to announce entry to the EUC. All of these areas will have a non-residential character, although residential uses will be within the land use mix. The residential neighborhoods, located north and south of the Main Street District, each will have their own neighborhood park and a distinctly residential character, as residential uses will dominate although non-residential uses will also be allowed.

Public uses are integrated in appropriate locations. A fire station site is indicated within the Civic District while a library site is within the Civic Core along with a public plaza park. An elementary school site is located, as an “overlay” designation, within the south-central residential neighborhood.

The conceptual location of the internal street system shown on the Site Utilization Plan begins to establish the structure and pattern of development within the SPA. However, because of the many permutations of mixed-uses possible within the SPA, the land use and design configuration of development will be established via Design Review approvals for various areas within the SPA. The Design Review process is described in more detail in the EUC Form Based Code.

C. Density Transfer

The SPA Plan provides guidance for future development at the subdivision and improvement plan level, and is the basic reference for determining permitted land uses, densities, total units, and required public facilities. These are illustrated in the Exhibit I-6 (Site Utilization Plan), which is the principal map for this SPA Plan.

Even though the SPA Plan contains specific guidance for development, it is not intended to be used in a manner which predetermines the development solution for each and every District or Neighborhood. It is intended to be used as a basic guide which reflects the City's intent for

determining the intensity, design and desired character of use for the property. The development pattern and interior circulation arrangement indicated on the Site Utilization Plan is based on preliminary design. Minor modifications may result from technical refinements in the tentative map process and these shall not require an amendment to this SPA plan as long as the plans and maps are generally consistent with the overall intent of this SPA plan. Minor modifications to these configurations that have been approved by the Director of Planning and Building and the City Engineer may be implemented administratively as part of the subdivision or design review approval process.

Specifically, density transfers (residential units or non-residential floor area) between districts or neighborhoods will vary as design progresses. The Site Utilization Plan provides Low, High, and Target densities within each district. While the target amount is the anticipated density at the time of SPA approval, any value between the low and high amounts is consistent with the SPA Plan. Approval of a Design Review submittal which has intensities which vary from the target intensities indicated on the Site Utilization Plan, may result in a reallocation of “unused intensity” to the target amounts of other EUC SPA areas. However, any such reallocation shall maintain the target amounts within the “maximum, not to exceed, totals” indicated on the Site Utilization Plan. Any such reallocation of intensity due to a Design Review approval shall be completed concurrently as an administrative action. The ongoing administrative monitoring of development intensities, subsequent to SPA Plan approval, is an integral component of the implementation process in the FBC.

Further, the SPA Plan is not a guarantee that a certain dwelling unit or non-residential floor area yield will be achieved at the subdivision/design review level. The maximum intensity as specified for individual areas shall not be exceeded without a formal density transfer; however, actual intensity yields for projects will be determined by field conditions, site plan and architectural review, and a number of external factors that influence the design and intensity of individual projects. Refer to the FBC for specific requirements for density and intensity transfers.

D. SPA Adoption Area

This Eastern Urban Center SPA Plan provides comprehensive plans for the entire EUC area at a conceptual level where required. However, the applicant does not own or control the entire project site and adoption of this SPA Plan, and associated regulations, plans and documents, shall only have effect within the area indicated on the Exhibit I-6 (Site Utilization Plan). Expansion of the Site Utilization Plan designated area, to include property within the EUC SPA owned by others shall require a formal amendment of this SPA Plan and all associated plans consistent with the SPA segmenting policies adopted by the City.

Although approval of this SPA Plan grants SPA-level approval only to the development designated on the Site Utilization Plan, it also represents the endorsement by the City of Chula Vista of the overall development plan described for the entire SPA, including infrastructure, utilities, grading balance areas, schools, and other facilities required to support development within the adoption area which may be located outside of the adoption area. The location of any needed facility outside of the Site Utilization Plan designated area shall not preclude the City or other responsible agency from taking any and all necessary steps to provide for such facilities concurrent with need and consistent with the approved Eastern Urban Center SPA Public Facilities Financing Plan.

E. Housing Programs

One of the predominant land uses in the Otay Ranch Eastern Urban Center is residential, intended to provide housing in response to local market demands. This SPA permits a variety of multi-family housing types in responding to these demands.

The City of Chula Vista (“City”), along with all other cities in California, is required by state law to have a Housing Element as a component of its General Plan. The Housing Element describes the housing needs of the community and the responses necessary to fulfill them.

The Chula Vista Housing Element contains numerous objectives, policies and related action programs to accomplish these objectives. Key among these policies is the affordable housing policy which requires that residential development with fifty (50) or more dwelling units provide a minimum of 10% of the total dwelling units for low and moderate income households, one-half of these units (5% of the total project) being designated to low income and the remaining five percent (5%) to moderate income households.

In order to guarantee the provision of Affordable Housing opportunities, the City requires that a specific Affordable Housing Program (“AHP”) and agreement(s), consistent with the Housing Element, be prepared and signed by the Developer(s). This will serve as the required Affordable Housing Plan required by the General Development Plan. The AHP delineates in general terms how, when and where affordable housing units are to be provided, intended subsidies, income and/or rent restrictions, and methods to verify compliance. These programs and policies shall be applied to the Otay Ranch Planned Community in general, and the Eastern Urban Center SPA specifically, as detailed in the adopted Ranch-Wide Affordable Housing Plan and the Otay Ranch Eastern Urban Center Affordable Housing Program included as a component of this SPA Plan. Additionally, affordable housing obligations transferred from Village 7 to the EUC, through the City approved transfer agreement with the applicant, have been incorporated into the EUC AHP.

F. Urban Design Concepts

The following discussion summarizes the basic urban design issues to be addressed in the Otay Ranch Eastern Urban Center. The Eastern Urban Center SPA Form Based Code provides detailed guidance in addressing these issues and will be utilized to guide and review the designs to be developed at later, more detailed levels of planning and design.

Because a flexible regulatory approach to land planning will allow for maximum creativity in mixing land uses to achieve the City's overall goals for the project and the specific development goals for each district, these design goals and the accompanying Form Based Code allow a range of design and land use solutions within the EUC.

The Eastern Urban Center will be the catalyst for high-quality urban housing, retail, and employment in south San Diego County. Thus, expectations for quality design and place-making, smart-growth and sustainable development are high. These high standards are embodied in the Otay Ranch GDP and in the vision for the project.

As noted in the previous chapter, the Otay Ranch GDP includes the following policies with respect to urban design issues in the EUC area (Part II, Chapter 1, Section F.12.c):

EUC Urban Design Policies:

- *Orient buildings to create a continuous facade to primary pedestrian spaces and primary pedestrian ways. Define the primary pedestrian areas and ways to provide a continuous pedestrian experience.*
- *Emphasize an urban street scene by locating buildings at the sidewalk edge, except where creating pedestrian-oriented spaces such as patios, plazas, malls and squares.*
- *Buildings fronting on primary pedestrian spaces should contain uses that support pedestrian activities such as dining, retail sites and entertainment, and cultural experiences.*
- *Individual buildings or building clusters should incorporate elements of art which can be viewed and experienced from adjacent public space.*
- *To create vitality and excitement, activities should flow out from buildings onto public spaces (e.g., sidewalk cafes, street vendors, sidewalk entertainment or other inviting pedestrian features).*
- *Buildings should incorporate design features which complement a pedestrian scale, such as horizontal components, overhangs, facade detail, display areas, and pedestrian seating.*
- *Buildings should exhibit an urban character through the use of appropriate materials, textures, and scale.*
- *The scale of prominent buildings should be generally mid-rise, up to 15 stories.*
- *Buildings should display qualities that are characteristic of landmark architecture.*
- *Utilize streetscape amenities, such as enhanced street paving, bollards and street furnishings, to establish identity.*
- *Establish view corridors which focus on and connect key visual landmarks.*
- *Prominently feature major activities nodes such as transit stations, civic building and urban parks.*
- *Varying, but complementary, land uses should be integrated to provide a mixed-use environment. A strong pedestrian connection should be created between uses and between adjacent areas within the University Study Area.*
- *Encourage a mixture of land uses particularly where structures front a pedestrian plaza or urban park.*
- *A variety of uses, including residential, should be incorporated within a single structure where feasible.*
- *The circulation system should minimize conflict with the pedestrian system.*
- *Along main thoroughfares and primary pedestrian ways, off-street parking shall be provided primarily behind buildings or within parking structures. Exceptions that allow parking on an interim basis adjacent to such thoroughfares and pedestrian*

ways (to accommodate build-out of development) may be permitted when the interim-phase status of the parking can be justified. For all other streets, off-street parking situated along and adjacent to the other street frontage shall be minimized in order to maintain a pedestrian orientation and preserve the urban character of the EUC.

The intended overall design concept and appropriate character examples are provided in Exhibits II-2 through II-4 (Design Concepts), Urban Design Concepts/Character Examples and detailed design guidance and standards are provided in the EUC Form Based Code. These urban design samples/examples illustrate typical intended design “character” for various locations or components of the urban environment. The EUC Form Based Code also includes specific design criteria for each land use district.

The configuration of the primary circulation system for private vehicles, public transit, bicyclists, and pedestrians is described in Chapter III (Mobility) of this SPA Plan and demonstrates street and pedestrian route designs consistent with the circulation-related design policies listed. These project components and related features are also described in more detail in the EUC Form Based Code.

Design Concepts



Note: The photographs shown in this exhibit are provided to illustrate the conceptual urban design and vision for the EUC, but do not represent any specific proposal.

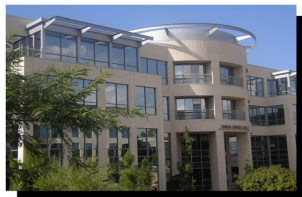
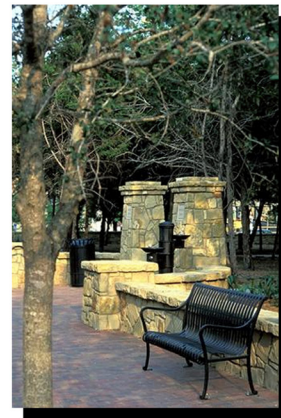


Eastern Urban Center OTAY RANCH



Exhibit II-3

Design Concepts



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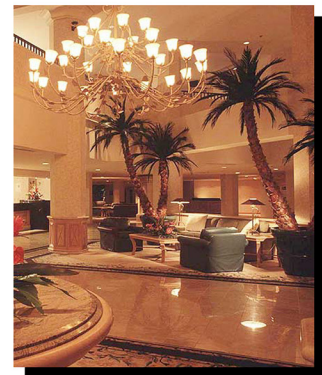


Eastern Urban Center OTAY RANCH



Exhibit II-4

Design Concepts



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**Eastern Urban Center
OTAY RANCH**



Exhibit II-5

G. Landscape Design Concepts

As with urban design, the majority of landscape design and treatments for the EUC will be developed or refined at the design review/site plan stage of design. The landscape will have a distinctly urban character, integrating planting with hardscape. The use of drought tolerant plant materials will be emphasized. The SPA-level overall landscape design concept for the Otay Ranch Eastern Urban Center, focusing on pedestrian streetscapes and trail alignments, is shown in the Exhibit II-5 (Landscape Zones). It provides a conceptual design framework that will allow latitude and flexibility within the EUC, while maintaining the overall landscape design goals and objectives throughout the community. Refer also to the FBC for the requirements for a Landscape Master Plan. All plans for public improvements (parks, streets, open space, etc.) will be reviewed and approved by the City Engineer.

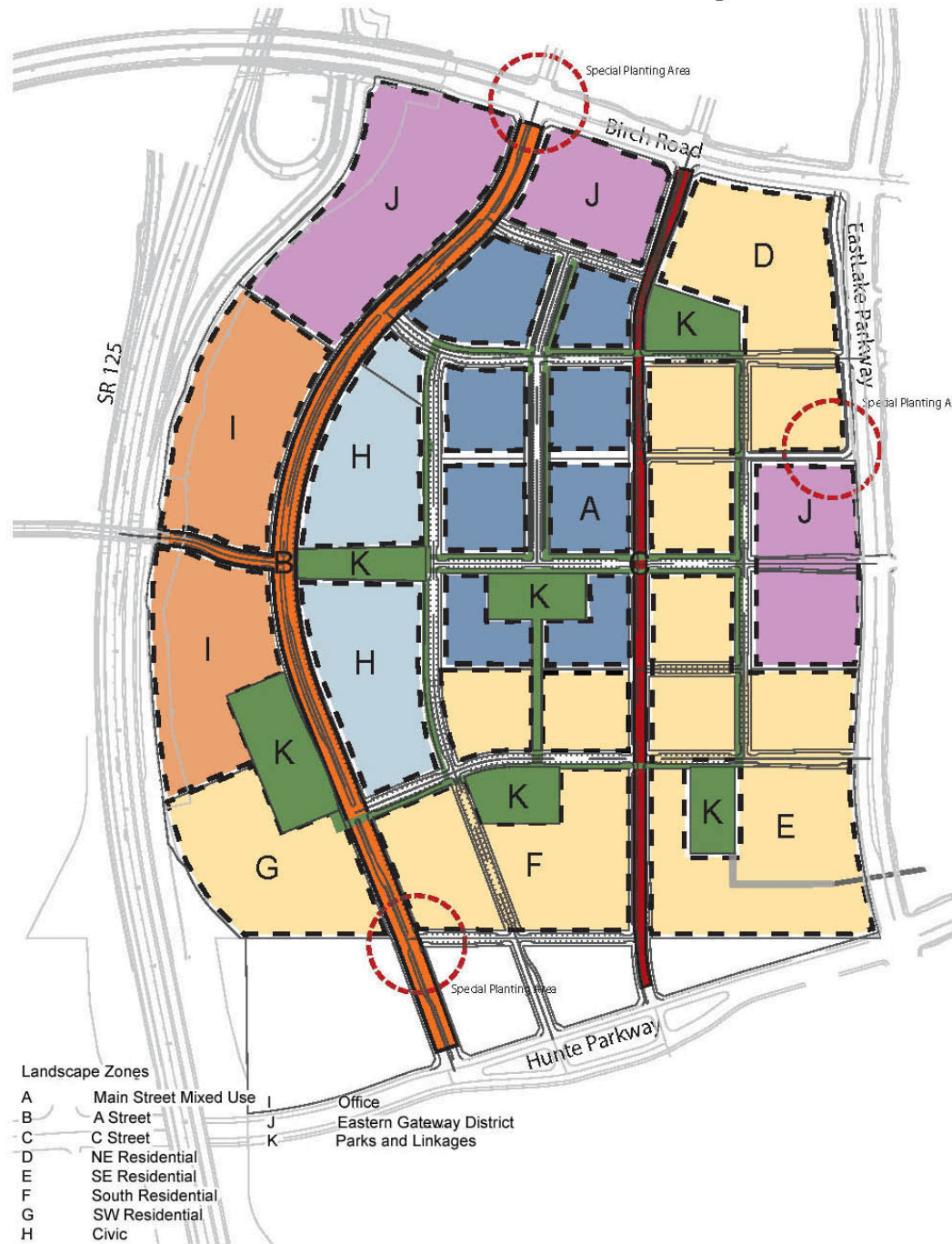
The street system contributes to the community structure and the street landscape treatments will be used as community design elements. All plans for public improvements, such as; parks, streets, and open spaces, shall be reviewed and approved by the City Engineer. The peripheral arterials will each have distinctly different dominant tree species and/or planting patterns to create a specific appearance for each street category. As designated in the Otay Ranch Overall Design Plan, streetscapes adjacent to the EUC will have a unique character/design to distinguish the regional urban center location.

The EUC project area has been divided into Landscape Zones in order to differentiate various locations with varying landscape designs. The Landscape Concept Zones are shown on Exhibit II-5 (Landscape Zones). A series of matrices for street trees is included in the Form Based Code. Each zone designated within the EUC shall have distinct landscape character defined by the careful selection of street trees, planting, signage, street furniture, lighting, and in some cases, paving. The creation of these zones will assist in helping residents and visitors in wayfinding within EUC and will help to define the identity of each neighborhood district. The following describes each zone:

1. Zone A - Main Street

The Main Street Zone will support a vibrant atmosphere that consists of mainly ground floor retail services, eating establishments and public spaces. Tables and chairs in the sidewalk café zones, and benches, seat walls and other site furnishings will provide ample opportunity for outdoor seating and gathering. The regional trail will pass through a portion of Main Street and shall be designated by theme elements consistent with the regional trail throughout the EUC. The town square, which will be privately owned and maintained, will serve as a park zone within the retail center. Informal plantings of shade and ornamental trees will provide a canopy above benches and other seating on the paved promenade below. Large shade trees and small shrubs along the perimeter, that shall be coordinated with the function and visibility required by building tenants, will create a comfortable gathering space when the streets are closed off for community events and festivals. While the Main Street Zone will be one of the most important public places in the EUC, its ownership and/or maintenance may be public, private, or some combination of both, to insure the intended level of quality is maintained.

Landscape Zones



Eastern Urban Center OTAY RANCH

Source: WRT
Cinti Land Planning
San Diego, CA (619) 223-7408

Exhibit II-6

2. Zone B - Entry Streets

The Entry Streets Zone consists of the main thoroughfares that lead into the heart of the EUC. The streetscape will feature ornamental median plantings and a consistent tree planting pattern that defines each of the boulevards in this zone. Project entry monuments will be placed where Zone B meets Birch Avenue and EastLake Parkway and gateway monuments will be at the intersections between Zones A and B, accentuating the main entries into the project.

3. Zones D, E, F, G Residential Neighborhoods

Each park, and the neighborhood surrounding it, will have a distinct landscape character defined by the use of different plant by the park theme material, lighting, and signage styles within the park. It is expected that each of the residential buildings will have privately maintained courtyards, patios or balconies that will serve as private and semi-private gathering spaces for residents. Any street fronting surface parking lots or parking structures will be buffered by screening devices, including landscaping, as provided in the Form Based Code.

4. Zone H - Civic

The Civic Zone serves as a gathering center for residents of the EUC as well as a destination for others living in the surrounding Otay Ranch communities. Landscape spaces will contain large public plazas and semi-public courtyards and terraces. Amenities such as site furniture, lighting and planting will compliment those used in Zone A. The main Civic Plaza will contain an amphitheater and a paved plaza that will be able to host large public events, performances and festivals and will include site amenities such as, benches, seat walls and ornamental planting. Clusters of palm trees and tall vertical elements at each end of the space will serve as visual terminus and wayfinding marquees. Courtyards and other semi-public gathering spaces will be provided adjacent to the various Civic buildings, extending uses within the building out into the plaza area.

5. Zone I, J - Mixed Use/Office/Commercial

These zones will have a distinct, ornamental landscape character that helps to define a thriving commercial center. Surface lots shall be screened where they meet the pedestrian walks. Permanent Parking lots shall have generous plantings. Landscaping temporary surface parking lots, that will ultimately be replaced with structures, need not be at the same level as permanent parking lots. The view of the west side of the office zone from the SR-125 Freeway will be softened through the use of informal, columnar tree plantings and other landscape treatments to create the appearance of a separation between the two. A jogging trail and a system of connected internal plazas shall provide additional open space and recreational opportunities within this zone.

6. Zone K - Parks & Linkages

The landscape and design concepts for these areas are discussed in the Urban Parks, Recreation, Open Space & Trails Master Plan.

Completion of design for various landscape components will occur at different times. Streetscape planting shall be determined by cross sections, tentative subdivision map, the landscape master plan and planting lists. These will be reviewed during the construction permit process for the streets. Planting shall meet the City's adopted sight distance standards. Park design and planting shall be

approved by the Engineering Department and Recreation Department as a part of the approval process outlined in the FBC and the EUC Urban Parks, Recreation, Open Space & Trails Master Plan. Landscape for individual projects will be included in the Design Review process.

The landscape concepts described above and in the EUC Form Based Code, along with detailed urban design and signage elements to be established with Design Review, will create a distinct “sense of place” for the Eastern Urban Center.

H. Freeway Signage Program

Freeway oriented signage will be addressed in the Design Review process. A limited amount of freestanding freeway oriented signage will be permitted, subject to with an adopted sign program that regulates any freeway signing. Signing on structures, including parking structures, shall also be subject to compliance with an adopted sign program.

I. Agricultural Plan

The Otay Ranch Mitigation Measures adopted with the GDP require the preparation of an agricultural plan concurrent with the approval of any SPA affecting on-site agricultural resources. The Findings of Facts state that the agricultural plan shall indicate the type of agriculture activity being allowed as an interim use of the site and establish buffering guidelines intended to prevent potential land use interface impacts relative to noise, odors, dust, insects, rodents and chemicals that may be associated with agricultural activities and operations.

Historical agricultural uses in the Eastern Urban Center SPA project area include dry farming, as well as cattle and sheep grazing. Crop production was limited to hay and grains due to limited water availability. Between 1950 and 1960, the agricultural products from the property were primarily grains and lima beans. Cultivation and cattle grazing activities have been permitted and conducted within the majority of the Eastern Urban Center SPA project area.

Land utilized for agricultural activities in areas surrounding the Eastern Urban Center SPA area has decreased in recent years. Factors that have led to the decrease in agricultural use include the conversion of farmland to urban uses as a result of increases in land value (and property taxes). Property taxes often exceed income from agricultural production. The high cost of importing water for irrigation has also resulted in many agricultural activities becoming cost prohibitive. The EUC site is no longer in agricultural use.

Consistent with the Otay Ranch GDP, the following agricultural standards shall be employed within the Eastern Urban Center SPA and adjacent ownership area, if applicable:

- A 200-foot fenced buffer shall be maintained between developed property and on-going agriculture operations.
- In those areas where pesticides are to be applied, vegetation shall be utilized to shield adjacent urban development (within 400 feet) from agriculture activities. Use of pesticides shall comply with federal, state and local regulations.
- The farmland owners shall notify adjacent developed property owners of potential pesticide application through advertisements in newspapers of general circulation.